

## Create an Airtight Case for Main Street Support – Worksheet

<p><b>1. Your Vision:</b></p> <p>Write two or three sentences describing your vision. What difference will the money you raise make in the world? The vision is not about your organization's needs. Your vision is about the difference your newly capitalized organization will make in the lives of others.</p>	<p><b>2. Your Problem:</b></p> <p>What's keeping your organization from achieving your vision? Describe what's holding you back. This statement of the problem sets up the solution and your campaign.</p>	<p><b>3. Your Plan:</b></p> <p>How will you overcome the problem so you can achieve your vision? Spell out simply what you plan to do with the money you raise and why that'll solve the problem.</p>
<p><b>4. Your Costs:</b></p> <p>What's your plan going to cost? Summarize the elements of your campaign budget and add them up. The total cost will be your campaign's working goal.</p>	<p><b>5. Your "Why Now?"</b></p> <p>Why is it important to solve the problem now? Every campaign needs a sense of urgency.</p>	<p><b>6. Your Call to Action:</b></p> <p>What can a donor do to help solve the problem and achieve the vision? How can they give and at what levels?</p>